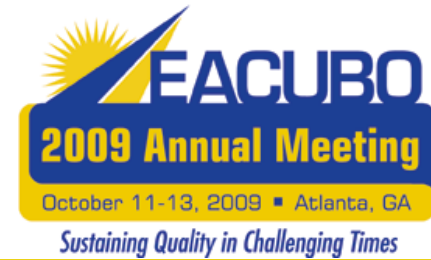


Performance Based Outsourcing



FOOD SERVICES

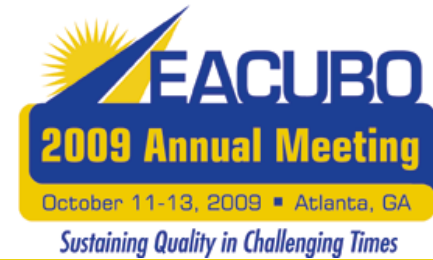
Performance Based Outsourcing - Food Services



Why the need for a change?

- Previous contract was prescriptive.
- No strong incentives for the vendor.
- Food venue facilities were in need of renewal and renovation.
- Food quality and service were not at the desired levels.
- Sanitation was an issue.

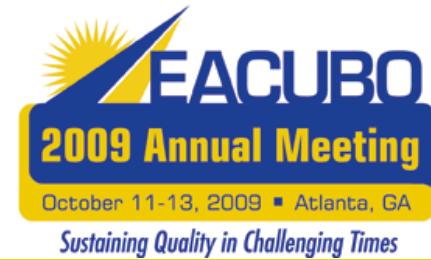
Performance Based Outsourcing - Food Services



How did we go about it?

- Engaged external consultant to assist with the solicitation document and the selection process.
- Performance criteria was identified in the solicitation.
- Selection process considered both technical attributes/ proposal and price with participation from all campus constituency groups.
- Evaluation tools were developed to monitor performance and a Student Dining Committee established.
- Outside consultant was retained to provide advice/expertise.

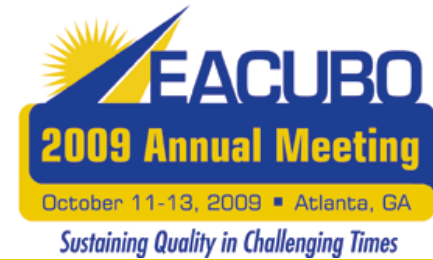
Performance Based Outsourcing – Food Services



What has been our experience?

- Strong partnership has developed.
- Quality and variety of food has greatly improved.
- Sanitation has reached acceptable levels.
- Very positive response from the campus community as evidenced by survey results, comments and low number of complaints.
- Input from the Student Dining Committee has been valuable.
- Weekly and monthly meetings held to provide feedback.

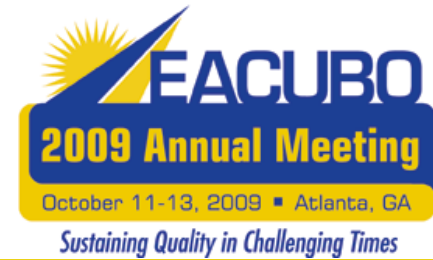
Performance Based Outsourcing – Food Services



What are the benefits with this approach?

- Expanded number of food locations on the campus (3 to 4)
- Increased the number of food venues (11 to 14)
- Introduced two (2) new brand name retail food venues
- High degree of cleanliness
- High level of food quality
- Expanded food variety

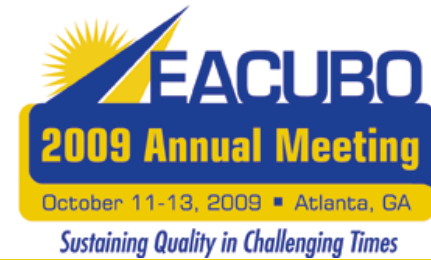
Performance Based Outsourcing – Food Services



More Benefits

- Focus on healthy choices with the variety of choices, nutritional information posted, balanced choice options identified, and individual health journal available on website.
- Increase in meal plan purchases (3413 to 3991).
- Expanded meal plan options available (5 to 9).
- Improved and continuous marketing efforts and programs.
- Improved customer satisfaction.

Performance Based Outsourcing – Food Services

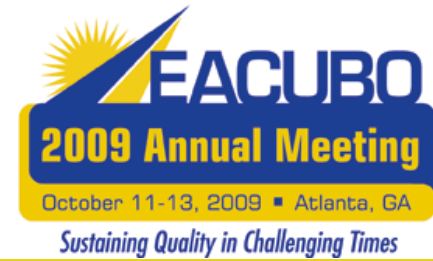


More Benefits

- Newly renovated dining facility to serve the entire campus.
- Updated existing retail food venues.
- Renovation of new food venue location with two brand-name venues.

(Pictures are worth a 1,000 words)

Performance Based Outsourcing – Food Services



Wing I - Before



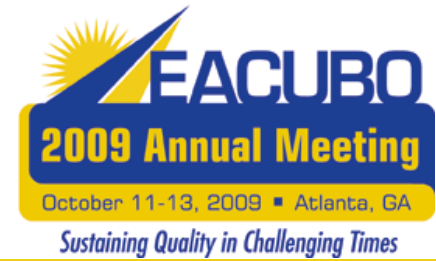
Performance Based Outsourcing – Food Services



Wing I - After



Performance Based Outsourcing – Food Services



Wing II - Before



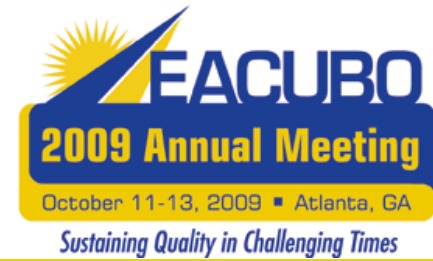
Performance Based Outsourcing – Food Services



Wing II - After



Performance Based Outsourcing – Food Services



Wing III - Before



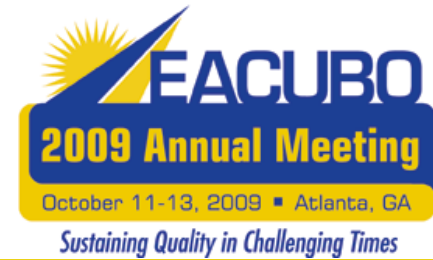
Performance Based Outsourcing – Food Services



Wing III - After



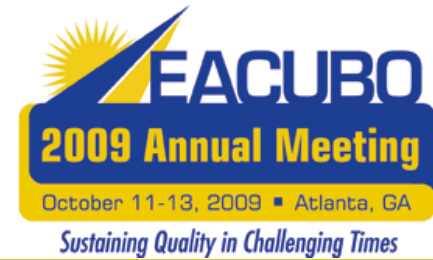
Performance Based Outsourcing – Food Services



Plates and Silverware - Before



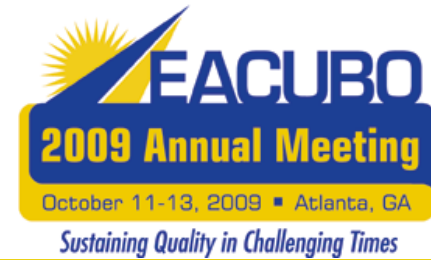
Performance Based Outsourcing – Food Services



Plates and Silverware - After



Performance Based Outsourcing – Food Services



Lessons Learned

- Performance based outsourcing for food services really works!
- Outside expertise is valuable during both the procurement and after.
- On site marketing manager on the food vendor's staff is critically important – keeps things fresh and new.
- Strong working relationships with your food service partner are important at all levels.
- Continuous communications are vital.
- Debrief sessions with campus constituencies are valuable.
- Nutritional resource on vendor team should be required.